

	Tot Marlboro 52 wks FEB 21 1998	Tot Marlboro 26 wks FEB 21 1998	Tot Marlboro 13 wk FEB 21 1998	Tot Marlboro 4wk FEB 21 1998	Tot Marlboro fy 97	Tot Marlboro ytd 98 FEB 21 1998	Marlboro SHR DIFF
U.S. Total	33.29	33.21	33.46	32.72	33.15	33.26	0.11
U.S. Convenience	37.84	37.71	38.00	37.08	37.65	37.84	0.19
U.S. Supermrkts	26.24	26.25	26.61	26.83	26.18	26.64	0.46
U.S. Drug	26.73	26.88	27.44	26.86	26.63	27.26	0.64
U.S. Mass Merch	42.87	44.45	43.73	43.65	42.44	43.23	0.79
U.S. Liquor	26.99	26.33	26.33	25.32	27.03	26.13	-0.90
U.S. Grocery	28.37	27.96	28.01	27.52	28.35	27.93	-0.42
U.S. Tobacco	21.23	20.93	21.65	19.91	21.21	21.23	0.02
Region 1 Total	34.71	34.46	34.70	34.35	34.63	34.52	-0.11
Region 2 Total	31.16	31.29	31.67	30.47	30.97	31.14	0.17
Region 3 Total	34.07	34.12	34.40	33.78	33.84	34.46	0.62
Region 4 Total	31.85	31.80	31.97	31.25	31.71	31.73	0.02
Region 5 Total	36.85	36.41	36.52	35.90	36.78	36.61	-0.17
Section 11 Total	34.20	33.68	33.47	33.10	34.22	33.25	-0.97
Section 12 Total	33.25	33.17	33.27	33.55	33.06	33.19	0.13
Section 13 Total	37.21	36.83	37.26	36.18	37.19	36.93	-0.27
Section 14 Total	33.59	33.70	34.29	34.39	33.37	34.35	0.98
Section 21 Total	33.06	33.15	33.70	32.27	32.93	33.04	0.11
Section 22 Total	25.23	25.33	25.63	25.07	25.07	25.24	0.17
Section 23 Total	32.29	31.99	32.18	30.83	32.16	31.71	-0.45
Section 24 Total	34.37	35.16	35.81	34.11	34.00	34.99	0.98
Section 31 Total	30.71	30.33	30.73	30.11	30.62	30.74	0.12
Section 32 Total	27.50	27.89	28.15	27.45	27.22	28.22	1.00
Section 33 Total	33.47	33.26	33.47	33.46	33.34	33.64	0.30
Section 35 Total	41.28	41.43	41.66	41.29	40.91	41.39	0.48
Section 36 Total	42.60	42.91	43.31	41.46	42.19	43.44	1.25
Section 41 Total	30.49	30.52	30.78	30.83	30.30	30.73	0.43
Section 42 Total	31.08	31.25	31.19	30.57	30.82	31.31	0.48
Section 43 Total	32.35	32.39	32.63	31.48	32.25	32.00	-0.25
Section 44 Total	33.10	32.85	32.93	31.53	33.13	32.32	-0.80
Section 45 Total	32.78	32.46	32.70	31.96	32.59	32.83	0.24
Section 51 Total	30.55	30.46	30.58	29.87	30.33	30.58	0.25
Section 52 Total	37.60	37.48	37.45	37.65	37.50	37.98	0.47
Section 53 Total	37.03	35.88	35.89	34.98	37.17	35.79	-1.38
Section 54 Total	41.29	40.86	41.22	40.06	41.20	41.16	-0.04

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